CONSUMER INTENTIONS

TO RENOVATE A HOME

Montreal

A Look at Tomorrow's Customers Today

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CONSUMER INTENTIONS TO RENOVATE A HOME

A look at tomorrow's customers . . . today

Montréal Metropolitan Area

March 2000

Canada Mortgage and Housing Corporation

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HIGHLIGHTS

- There is a slight increase in intentions to renovate this year, with 38% of Montréal area households planning to renovate their home over the next twelve months.
- Among them, 12% indicated that they are prepared to renovate over the next six months.
- The most serious renovators (*ready to renovate*) are respectively among: households in the 35 to 44 years age group, households with four or more persons and households whose income is between $40,000 and $60,000 per year.
- The principal renovations considered are: painting and wallpapering (45%), carpets and floors (14%), doors and windows (14%), bathroom (13%), conversion / addition of a family room (7%) and kitchen (7%).
- Just over half of households (55%) are planning to perform their renovations themselves, while 29% intend to retain the services of a professional exclusively.
- Renovators plan to disburse, on average, close to $4,200 for all their renovations.

How we define consumers who intend to renovate

Homeowners with strong intentions (***ready to renovate***) stated that there was a high chance that they would renovate their home in the next 6 months and had completed one pre-renovation activity (such as talking to a contractor or building materials supplier).

Those with moderate intentions (***thinking about renovation***) stated that there was a high chance that they would renovate in the next 12 months, but had not engaged in any pre-renovation activities.

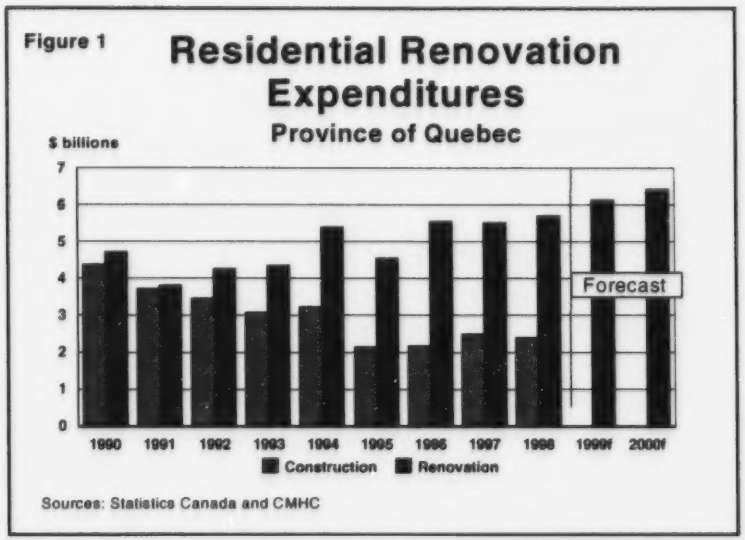
Homeowners who may renovate (***possible renovators***) stated that there was a moderate or low chance that they would renovate in the next 12 months.

The term ***potential renovator*** includes all three levels of intentions.

Introduction

According to our estimates, the residential renovation market for Quebec overall represented expenditures of $5.7 billion[1] in 1998 (Figure 1). This is clearly on the rise, to the extent where it has become twice as large as the residential construction market (expenditures of $2.4 billion in 1998). The renovation market is bound to grow steadily over the next few years, as the housing stock ages.

Figure 1



CMHC has just conducted, for a second straight year, a survey on household intentions to renovate their home in the greater Montréal area. This survey allows us to estimate the proportion of households who intend to renovate, as well as build a profile of potential renovators and determine what renovations they will perform, how much they will spend and who will do the work.

The first section of this report provides an analysis of the main results of the 1999 survey and some comparisons with the 1998 results. The appendixes give an overview of the survey methodology and the definitions used. Finally, the last section of the document presents the detailed survey results in tabular form.

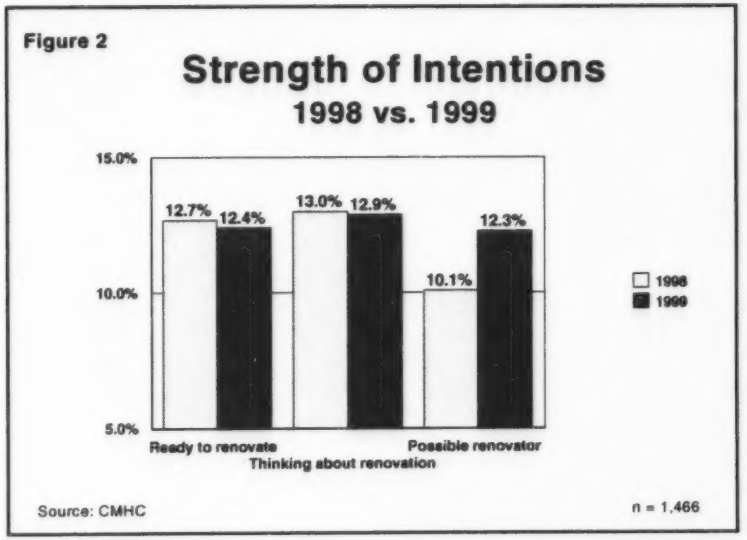
[1] This amount reflects total residential renovation expenditures. The expenditures on repairs and renovations performed by homeowners only are estimated by Statistics Canada at $2.7 billion for the province of Quebec in 1998.

Slight increase in intentions to renovate

For all homeowner households surveyed in the Montréal metropolitan area, it was found that a proportion of 38% intend to renovate their home during the year 2000. Overall renovation intentions were up slightly over last year, when 36% of households were planning to renovate their home.

It should be noted that intentions that are said to be "strong" (ready to renovate) and "moderate" (thing about renovation) remained unchanged from last year (Figure 2). The increase in intentions was in the category of possible renovators (12% vs. 10%), that is, homeowners who showed weaker intentions to renovate (see box on page 5). The level of activity on the renovation market should therefore be maintained or possibly go up slightly over the current year.

Figure 2



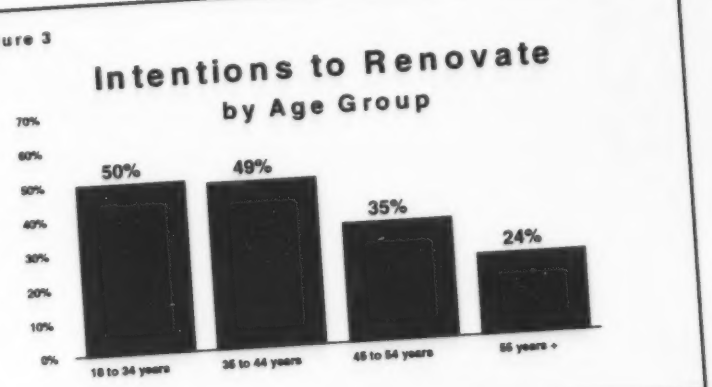
Households aged from 35 to 44 years: the largest client group by far

Overall intentions[2] to renovate are greater among households aged under 44 years (Figure 3). In these two age groups (18 to 34 years and 35 to 44 years), one out of two households intends to undertake renovations. This propensity to renovate declines for those aged from 45 to 54 years (one out of three households) and those aged 55 years or older (one out of four households).

As well, given the demographic significance of each of these groups, it can be seen that those aged from 35 to 44 years will make up of the bulk of the renovator client group, with four out of ten potential renovators in this age group (Figure 4). In addition to demonstrating a strong propensity to renovate, those aged 35 to 44 years are members of a large cohort, that of the youngest baby boomers.

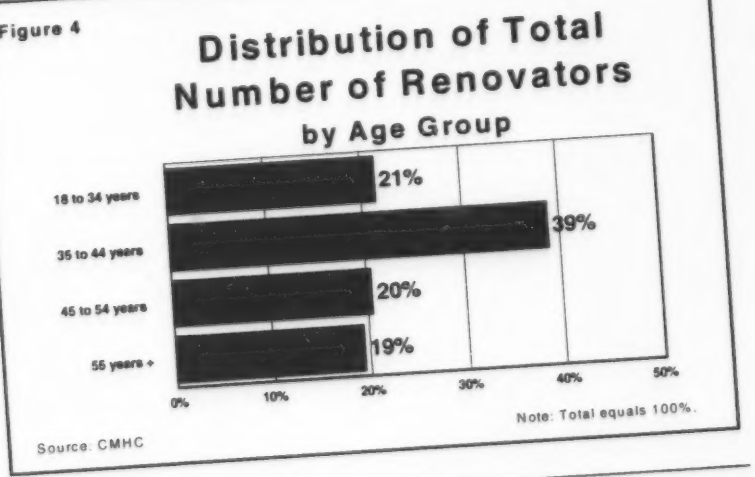
The remaining clients will be divided equally among the other age groups, which each account for around 20% of potential renovators. It should be noted that those aged 55 years or older remain active on the renovation market. This client group should certainly not be neglected as it comprises one out of five potential renovators.

Figure 3



Source: CMHC

Figure 4



Source: CMHC

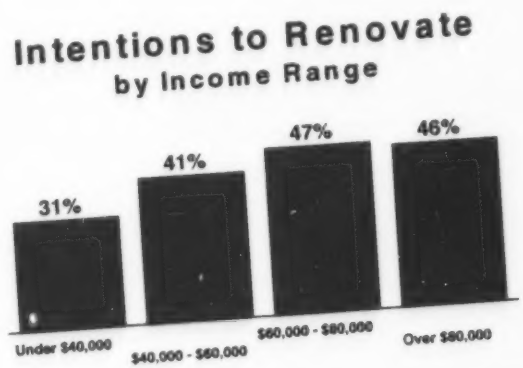
[2] Unless otherwise specified, the results analysis was based on respondents defined as *potential renovators*, that is, grouping the three levels of intentions.

Demand buoyed by all income classes

A comparison of intentions to renovate by income ranges (Figure 5) clearly shows that households with an annual income over $60,000 are more inclined to perform renovations. Conversely, households whose annual income is under $40,000 demonstrated weaker intentions.

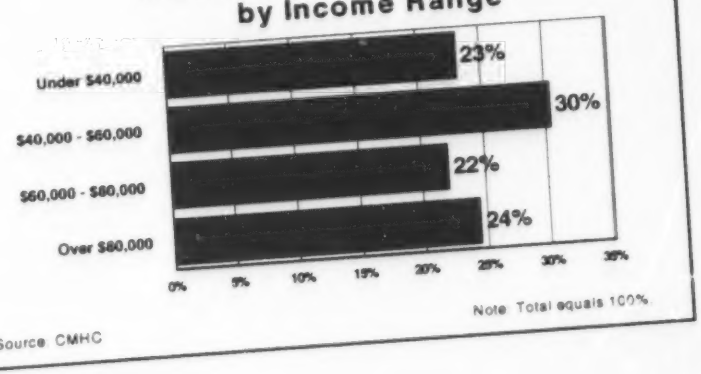
It can be noted, though, that both low-income households and middle- and upper-class households will stimulate the renovation market. Potential renovators are divided almost equally among the different income classes (Figure 6). For example, households with an annual income under $40,000 represent nearly a quarter of potential renovators, a proportion identical to that of households in the highest income range (over $80,000 per year). One out of two potential renovators is therefore a member of the middle class, that is, earning between $40,000 and $80,000.

Figure 5



Source: CMHC

Figure 6



Source: CMHC

Large families more likely to renovate

Intentions to renovate increase with household size (Figure 7). This result is not surprising in that households most often undertake renovations to adapt their home to family needs and preferences. In fact, households with four or more persons demonstrate the greatest proportion of intentions to renovate (46%), compared to 39% for households comprising three persons. And, this proportion goes down to about 30% for single persons and couples with no children.

In quantitative terms, what is the client distribution by household size? Large households, that is, those with four or more persons, form by far the largest group (43%) of potential renovators (Figure 8). Conversely, single persons account for just 10% of potential clients.

Lastly, it should be mentioned that 53% of households who intend to renovate have children under 18 years of age.

Figure 7

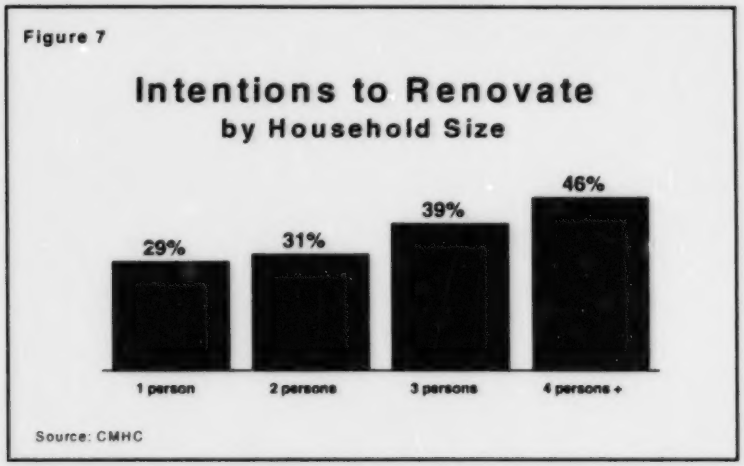
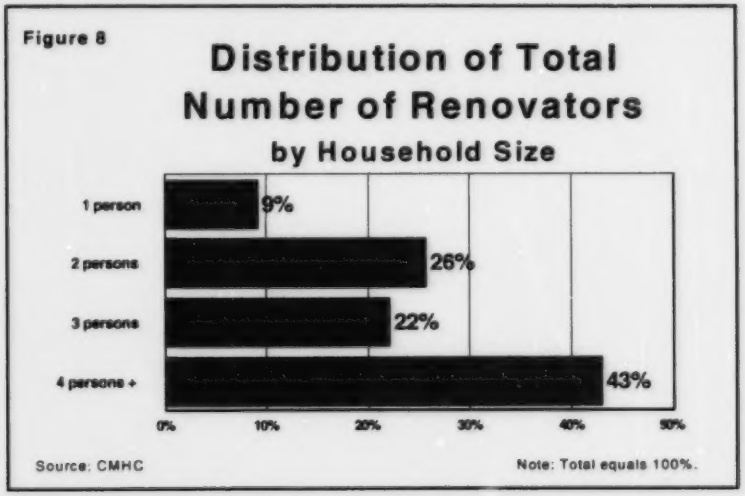


Figure 8



Renovations just as frequent on the Island as in the suburbs

Intentions to renovate are the same across the three main geographical sectors (Figure 9) designated as the Island of Montréal, the northern suburbs (Laval and the North-Shore) and the southern suburbs (the South-Shore). Island of Montréal homeowners are therefore just as likely to renovate than their northern or southern suburban counterparts.

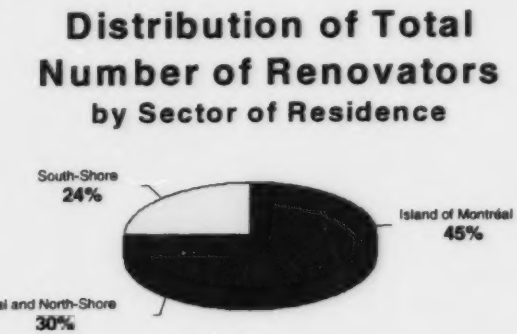
Given the geographical distribution of homeowners, 45% of potential renovators currently live on the Island of Montréal, compared to 55% in the suburbs (Figure 10). As we will see later on, however, Island dwellers are planning to spend more than suburbanites on their renovations. In the end, it can be said that the two markets are the same size.

Likewise, the northern and southern suburbs also represent two markets of equal volume. While fewer South-Shore homeowners plan to renovate than northern suburb residents, they intend to spend more on their renovations.

Figure 9

Source: CMHC

Figure 10



Source: CMHC

Note: Total equals 100%.

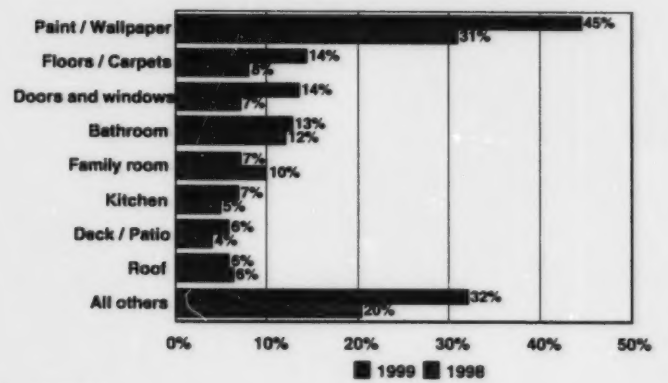
Projected renovations

Among all projected renovations[3], painting or wallpapering head the list of most frequent projects (Figure 11). Nearly half (45%) of potential renovators are planning such renovations. According to our results, the level of activity in this type of renovation will be higher than last year (31%).

Again compared to last year, there has been a notable increase in intentions for certain renovation projects, particularly those involving floors or carpets (14% vs. 8%) and those having to do with doors and windows (14% vs. 7%).

It should also be noted that 13% of households intend to undertake renovations in the bathroom, 7% in the family room and 7% in the kitchen. Among exterior improvements, apart from doors and windows, mainly decks or patios (6%) and roofing (6%) will be renovated.

Figure 11



Source: CMHC

For one third of households intending to renovate, painting or wallpapering is the most important renovation. Since these are mainly interior decorating projects, it would seem that a good portion of respondents renovate simply to make their home nicer. A previous CMHC survey[4] had revealed that a majority (56%) of Quebec households renovate in view of making their home more attractive and modern, and not for reasons of obsolescence or breakdown. As such, a good part of renovations undertaken would therefore be discretionary.

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[3] Multiple responses were accepted, as some consumers were planning more than one renovation project. The complete list of planned renovations is presented in the "Data Report" section at the end of the document.

[4] *Quebec Renovation Markets*, Quebec Market Analysis Centre, CMHC, 1998.

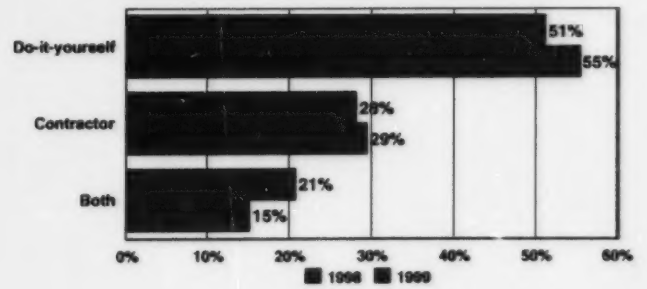
Self-help renovation remains very popular among homeowners

Self-help renovation is a very widespread phenomenon. This year again, it would appear that the majority (55%) of homeowners in the greater Montréal area are planning to do their renovations themselves or with the help of friends or family members (Figure 12). This option is also slightly more popular this year than last year (51%).

On the other hand, a smaller proportion of households (44% vs. 49% last year) plan to retain the services of a general or other type of contractor, a skilled tradesperson, a general handyman or an architect to do all or part of the renovations. Around 30% of households intend to do so for all the work, while 15% will hire a professional for part of the work only and will do the rest themselves.

Figure 12

Distribution of Total Number of Renovators by Who Will Do the Renovations



Source: CMHC

Note: Total equals 100%.

"Do-it-yourself" mainly depends on the type of renovation

The type of renovations to be performed will greatly influence the decision of households to do the work themselves or contract it out. For example, the vast majority (82%) of households will undertake painting or wallpapering themselves (Figure 13). Projects involving a family room (addition or conversion) and floors or carpets are also very likely to be done by the homeowners themselves.

Conversely, for exterior renovations[5], the expertise seems to be a determining factor. In fact, these projects are more likely to be contracted out. The same holds true for renovations like expansions and additions. Finally, for bathroom renovations, the help of a contractor will often be required, but only for part of the work.

As well, Figure 14 shows that low-income households seem to invest a little more of their time. "Do-it-yourself" is the option planned by the majority (64%) of households whose income is under $40,000 per year. This proportion decreases slightly as household income increases. It is interesting to note, however, that self-help renovation is very common (45%), even among households with the highest incomes (more than $80,000), who can better afford the services of a professional.

Figure 13

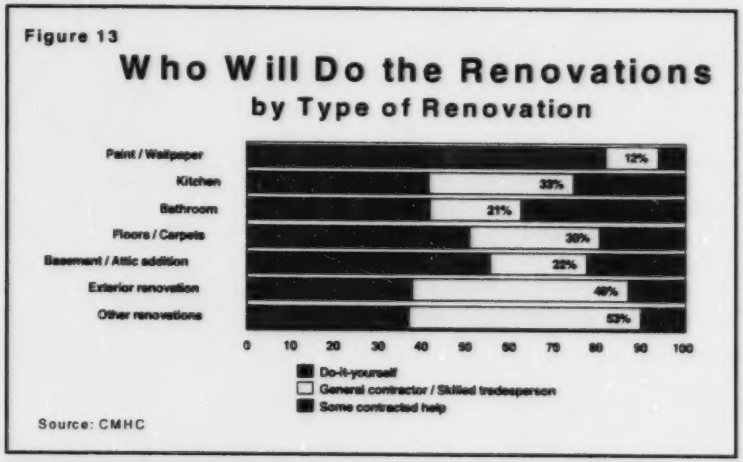
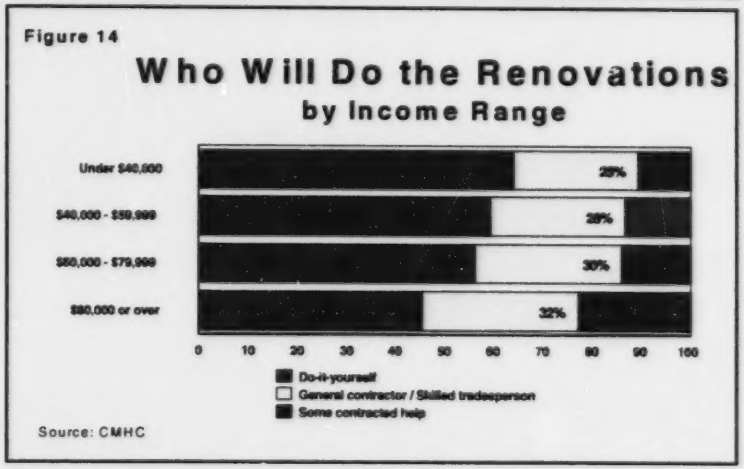


Figure 14



[5] These include renovations to the roof, foundations, garage, fences, deck or patio, driveway or walkway, exterior painting, gutters and chimney.

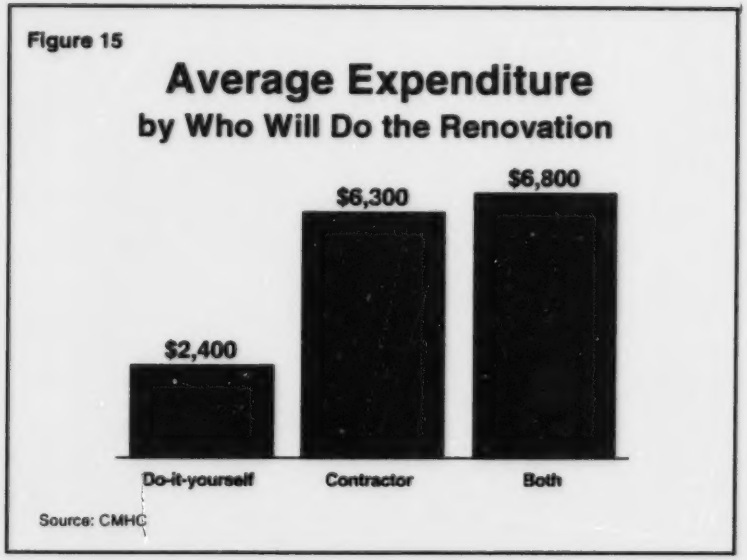
More expensive renovations are contracted out

The expertise of a professional is especially required for specialized, and therefore more expensive, work. Expenditures planned for renovations that will be entirely done by a contractor, skilled tradesperson or other professional average at $6,300 (Figure 15).

For projects undertaken by the homeowners themselves, the amount planned for the renovations is much smaller ($2,400) but, of course, includes only the cost of the materials. It still emerges that self-help renovation will be used mainly for smaller projects.

Finally, it can be seen that, for the most expensive renovations, (average planned expenditure of $6,800), homeowners intend to do some of the work themselves, while contracting out the rest to an expert. In these cases, it would appear that households want to reduce the total cost of the most costly projects by doing the part of the work that they are able to perform.

Figure 15



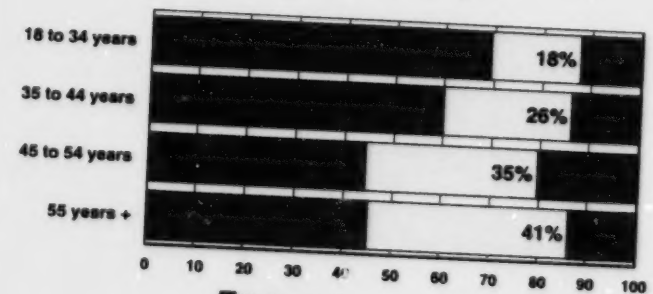
Young households are more inclined to do renovations themselves

"Do-it-yourself" will be more widespread among young households. In fact, the majority of those aged from 18 to 34 years (69%) and those aged from 35 to 44 years (60%) plan to do their renovations themselves (Figure 16).

Older age groups will more frequently retain the services of a renovation professional. In particular, those aged 55 years or older are the most likely to contract out their entire project to an expert.

Figure 16

Who Will Do the Renovations by Age Group



Source: CMHC

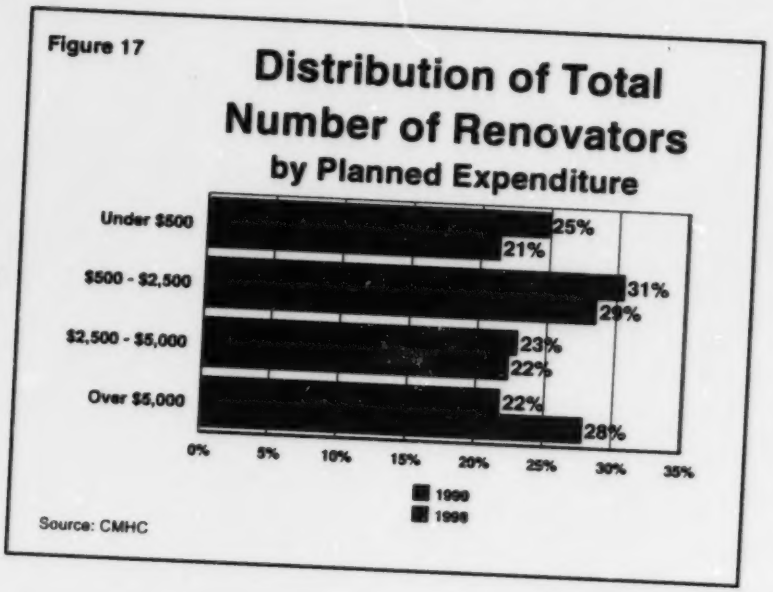
More minor projects this year

A comparison of last year's expenditures anticipated by households with this year's levels (Figure 17) reveals a greater proportion (from 21% to 25%) of minor renovation projects under $500. This comparison also shows a decrease (from 28% to 22%) in the proportion of major projects, that is, those requiring expenditures exceeding $5,000.

At the same time, intentions to renovate are on the rise for almost all types of renovation projects (see Figure 11). It can be concluded that, this year, homeowners generally have more renovation projects planned but that, all in all, the jobs will be smaller.

Lastly, it should be mentioned that the average expenditure anticipated by our sample of households for all renovations attained $4,200[6].

Figure 17

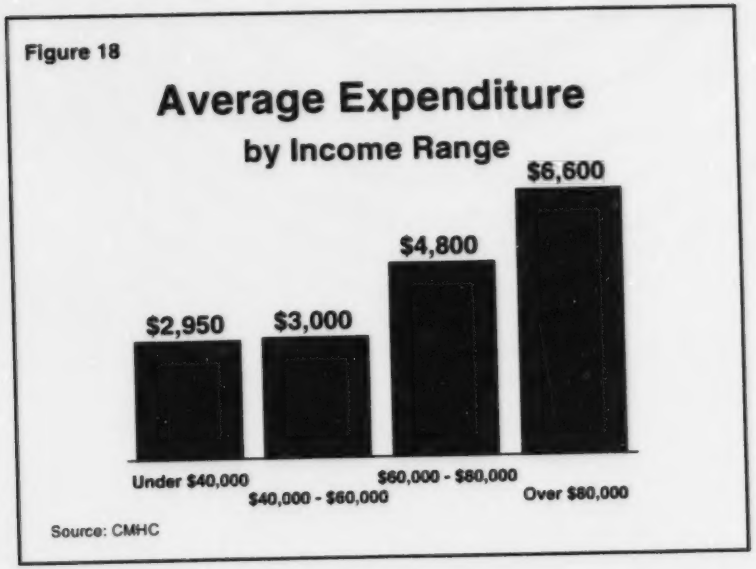


[6] This figure differs slightly from the average for the raw results presented in the appended report, as the average was adjusted not to take into account certain extreme values.

Amount spent in line with income

Households whose annual income is under $60,000 intend to spend an average of $3,000 for all their renovations (Figure 18). The amounts to be spent increase for the higher income ranges. For example, planned renovation expenditures average at $4,800 for households earning between $60,000 and $80,000 and go up to $6,600 for those whose income exceeds $80,000. Not only can households with higher incomes spend more, but they can also undertake more projects.

Figure 18

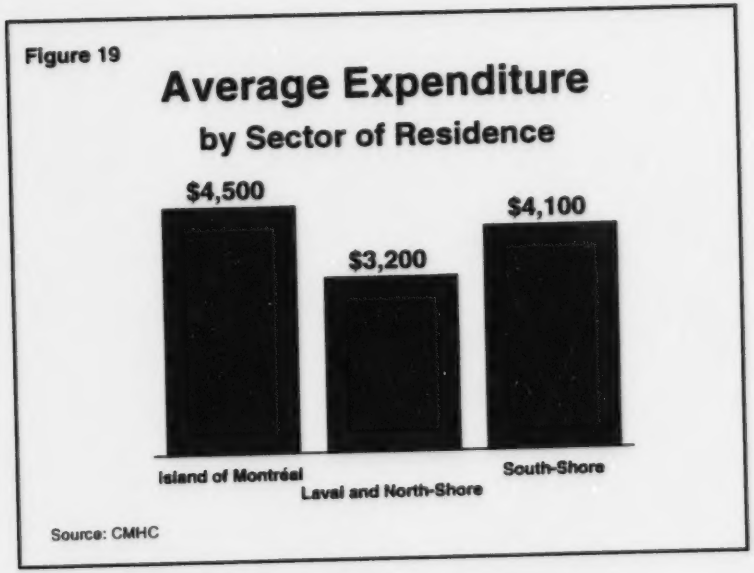


Island residents will spend more than suburbanites

The expenditures planned for all renovations vary from one geographical sector to another. Homeowners on the Island of Montréal will spend an average of $4,500, or $1,400 more than those on the South-Shore and $2,300 more than those in Laval or on the North-Shore (Figure 19).

These amounts partly reflect the average age of the housing stock in each sector. The differences in homeowner household income among the sectors constitute another factor explaining this variation.

Figure 19

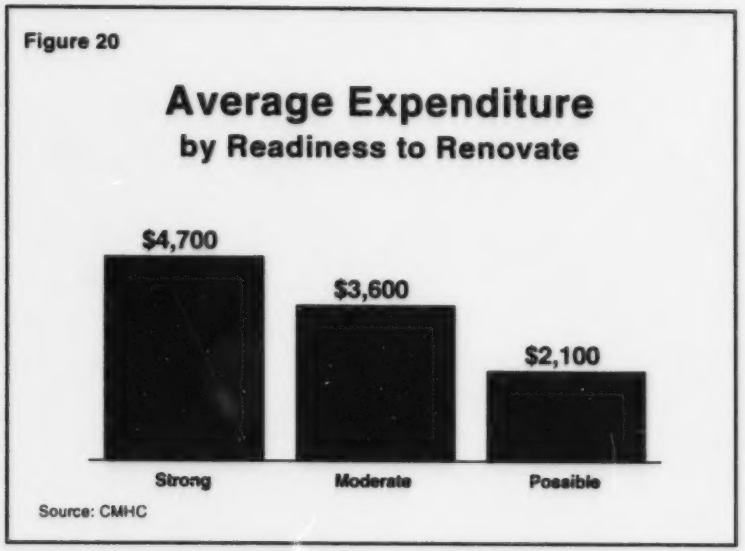


The most serious renovators have their budget planned!

Consumers who stated that there was a strong chance that they would renovate over the next 12 months plan to spend an average of $4,700 (Figure 20). Those who were not as sure that they would undertake any projects expected to spend less. The average amount to be spent falls to $3,600 when the readiness to renovate was qualified as moderate and to $2,100 when the renovations were deemed possible.

In sum, the most serious renovators plan to spend the most. This result is not surprising, in that the most expensive projects take more planning and are consequently associated with the strongest intentions.

Figure 20



Painting jobs are the least expensive, while family room renovations are the most costly

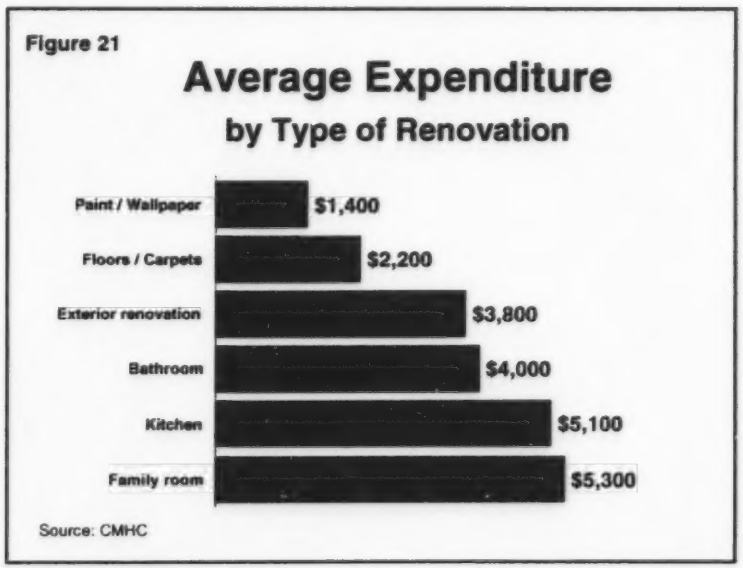
Painting and wallpapering are generally associated with interior decorating projects for which the costs are relatively modest. Consequently, renovations of this type are those that require the smallest expenditures, averaging at $1,400 per respondent (Figure 21).

Projects involving floors or carpets are slightly more expensive, attaining $2,200.

The budget spent on the most important renovation then goes up considerably for more major work, like exterior renovations ($3,800) or bathroom[7] ($4,000) or kitchen[8] ($5,100) projects.

Finally, family room renovations (addition or conversion) are the most expensive. Homeowners intending to undertake this type of work expect higher costs, as they plan to spend an average of $5,300.

Figure 21



[7] These include a complete renovation, the addition or conversion of a room, the replacement of fixtures or tile work.

[8] These include a complete renovation or the renovation or replacement of cabinets or counters.

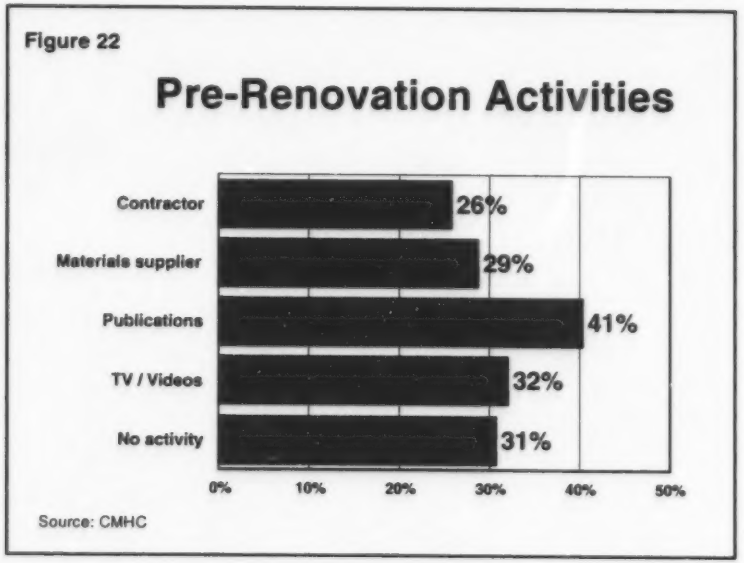
Publications: an important source of information for renovators

Nearly seven out of ten potential renovators had undertaken pre-renovation activities[9]. In this regard, reading publications was the most widespread activity (41% of respondents). It was also noted that about one out of three renovators had watched television programs or videos to get information on this subject (Figure 22).

Contacting a building materials supplier (29%) and talking to a contractor (26%) were the other sources from where information or advice was obtained regarding planned renovations.

One out of three respondents, however, had not yet engaged in any pre-renovation activities.

Figure 22



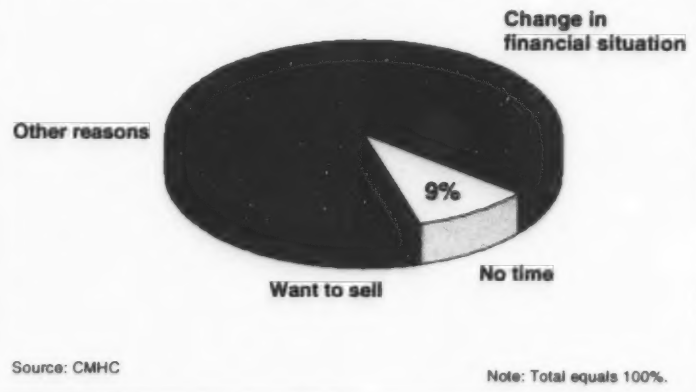
[9] Multiple responses were accepted, as some consumers had engaged in more than one activity.

Renovation expenditures are sensitive to the financial situation of households

Some respondents who had thought of renovating their home over the next few months decided not to renovate or to defer this decision. A change in their financial situation was the principal reason for this (36% of respondents). Knowing that quite a few projects are discretionary, particularly all those having to do with interior decorating, variations in the disposable income of households necessarily have an impact on their decision to renovate.

Among the other reasons cited, lack of time (9%) and the will to sell the property (6%) accounted for the choice not to renovate for the moment (Figure 23).

Figure 23



Conclusion

Activity on the renovation market should be maintained at a level comparable to that recorded last year. This year's survey shows a slight increase in overall intentions compared to last year. Planned expenditures are lower on average, though, indicating smaller, but more numerous, projects.

We saw that the demand will be stimulated by all age, income and household size categories. However, the typical potential renovator profile, if we had to describe it, is that of a household head aged between 35 and 44 years who has children and lives in household with at least four persons. The typical renovator is naturally a member of the middle class and may live either on the Island or in the suburbs.

For the current year, the most frequent projected renovations involve painting or wallpapering, floors or carpets, doors and windows and bathroom projects.

The majority of the work will be done by the homeowners themselves or with the help of friends or family. The "do-it-yourself" option is mostly used for minor projects, while the services of a professional are generally retained for more substantial renovations. Young households are the most likely to do their renovations themselves.

Finally, it should be mentioned that a major portion of renovation expenditures result from changes in the preferences of consumers who wish to improve their quality of life and not from the physical obsolescence of their home. In this regard, an increase in their disposable income is likely to stimulate renovation spending. As well, publications and television programs or videos are surely an influence on future renovators, as a good number of them draw information from these sources before undertaking their renovations.

APPENDIX 1

About the Research, the Questionnaire and Future Surveys

Overview of the research

Between September 1 and September 18, 1999, Canada Mortgage and Housing Corporation interviewed 3,004 residents[10] in the Montréal Census Metropolitan Area. This survey was replicated in five other cities (Vancouver, Toronto, Calgary, Edmonton and Halifax) with a total sample of over 18,000, making it the largest household survey in Canada devoted to home ownership and renovation intentions.

Households were selected using random digit dialing to ensure coverage of homes with unlisted numbers. Respondents (who reside in the household) must be someone "who is involved in major purchase decisions for your household". Interviewers assured respondents of complete confidentiality.

The questions probed for several general aspects of the household such as whether the household owned or rented the home and, as applicable, the recency of migration to the city. Modules on home purchase intentions included questions on a range of factors that affect a decision to purchase. Parallel questions on renovations probed for respondent plans for renovations.

The ***Consumer Intentions to Buy or Renovate a Home*** is a highly cost-effective research shell, designed to accommodate additional questions purchased by subscribers. Because the basic survey takes only 4 or 5 minutes, considerable scope exists to include questions on financing, interior furnishings, appliances, exterior equipment, home entertainment, and even large purchases such as automobiles. Because the survey includes owners and renters, it is a representative study of Canadian households.

Readers wishing to view the questionnaire or add questions to future surveys should contact the CMHC office where they purchased this report.

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[10] This is the total number of respondents for the overall survey on consumer intentions to buy or renovate a home. The portion of the questionnaire that specifically concerned intentions to renovate was completed by 1,466 respondents.

APPENDIX 2

Definition of "Intentions"

"Ready to Renovate", "Thinking About Renovation" and "Possible Renovator"

Overview

Basic to this research is the concept of someone who intends to purchase or renovate a home. A similar idea has been used in economic forecasting research since the 1950s when large organizations such as the Conference Board of Canada and the University of Michigan began to measure consumer confidence.

The *Consumer Intentions to Buy or Renovate a Home: A look at tomorrow's customers . . . today* is directly related to these general consumer confidence studies. The questionnaire allows us to evaluate how likely it is that the respondent's household will purchase or renovate in the next six or twelve months. Respondents also answer questions about various home renovation planning activities. From these answers, consumers are classified according to three levels of intentions: "ready to renovate", "thinking about renovation" and "possible renovator".

Definitions of Home Renovation Intentions

Strong intender (ready to renovate)

This category includes those who: a) answered "YES" to the question "Are you thinking of renovating your home?", b) responded "HIGH" to the question "What are the chances that you will actually renovate your home in the next 6 months?" *and* c) had completed one pre-renovation activity (contacted a contractor, talked to a building materials supplier, read home improvement publications).

Moderate intender (thinking about renovation)

Included in this category are those who responded that there was a "HIGH" chance that they would be renovating in the next 12 months, but who had not engaged in any pre-renovation activities.

Possible renovator

This category encompasses those respondents who stated that there was a "50/50" or "LOW" chance that they would renovate in the next 6 or 12 months, or that they did not know whether or not they would renovate their home.

Non-intender

This category designates those who have no intention of renovating their home in the next 12 months.

Data Report

Statistical Reliability of the Data

This survey was conducted over the telephone with approximately 3,000 randomly selected individuals in each centre.

- The large sample comprising 3,000 respondents provides a theoretical error rate of +/- 1.8%, 19 times out of 20. A sample of this size is required in order to identify sufficiently large numbers of home buying and renovation "intenders". If the sample were smaller, it would not be possible to provide such an extensive profile according to characteristics such as income, family, age or preference for new, existing, by price, size, etc.

- Despite the large sample, caution should be used in interpreting the results of the numerous subsets and cross-tabulations. Cells based on less than 50 respondents should be viewed as indicative rather than conclusive. This is especially true of cells based on less than 25 respondents.

- Some columns and rows will not add up to 100% because of the rounding off, weighting and, in some cases, subsetting.

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Renovation intentions

	n	%
Strong (Ready to Renovate)	182	12.4%
Moderate (Thinking of Renovating)	189	12.9%
Potential Renovator	181	12.3%
Not intending to renovate	914	62.4%
Total	1466	100.0%

[BASE=All home owners] [Data are weighted]

Renovation Intender Profile: Residence

Area of residence	n	%
Island of Montréal	228	41.3%
North Shore/ Laval	152	27.5%
South Shore	123	22.3%
Other	37	6.7%
Refused	11	2.1%
Total	552	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Age

	n	%
18 - 34	115	20.9%
35 - 44	209	37.8%
45 - 54	110	20.0%
55 +	104	18.8%
Refused	14	2.5%
Total	552	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Age

	N	Mean age	Median age
	538	44	42

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Gender

	n	%
Male	222	40.3%
Female	329	59.7%
Total	551	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Household composition

Household size [# persons]	n	%
1	50	9.1%
2	141	25.6%
3	121	21.9%
4 or more	236	42.7%
DK/NR	4	.7%
Total	552	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Children under 18 years of age in household

	n	%
No	255	46.2%
Yes	292	52.9%
DK/NR	5	.9%
Total	552	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Total household income

	n	%
Under $40,000	108	19.5%
$40,000 -$59,999	141	25.6%
$60,000 -$79,999	102	18.5%
$80,000 or more	113	20.5%
DK/NR	88	15.9%
Total	552	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Chances of renovating in next 12 months

	n	%
Low	45	8.2%
50/50	147	26.6%
High	356	64.5%
Don't Know/Refused	4	.7%
Total	552	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Chances of renovating in next 6 months

	n	%
Low	152	27.5%
50/50	138	25.1%
High	256	46.5%
Don't Know/Refused	5	1.0%
Total	552	100.0%

[BASE=All home renovation intenders] [Data are weighted]

All home renovations planned

Renovations	n	%
NET: PAINT / WALLPAPER	247	44.7%
NET: KITCHEN	38	6.9%
NET: BATHROOM	71	12.8%
NET: CARPET / FLOORING	79	14.4%
NET: REC ROOM	39	7.1%
Paint/Wallpaper: one room	65	11.7%
Paint/Wallpaper: more than one room	141	25.5%
Paint/Wallpaper: whole house	42	7.7%
Kitchen: cabinets/counter tops	22	3.9%
Kitchen: complete renovation	17	3.1%
Bathroom: fixtures	8	1.5%
Bathroom: tile	6	1.2%
Bathroom: complete renovation	45	8.1%
Bathroom: addition/basement conversn	15	2.7%
Carpet/Flooring: one room	27	4.8%
Carpet/Flooring: more than one room	23	4.2%
Carpet/Flooring: whole house	11	2.0%
Rec Room: new addition	2	.3%
Rec Room: basement conversion	38	6.9%
Add a fireplace	2	.4%
Add a pool	2	.4%
Add/refurbish closets	6	1.1%
Build a garage	1	.2%
Deck/Patio	33	5.9%
Doors	22	4.0%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted (Continued...)

All home renovations planned (Continued...)

Renovations	n	%
Exterior painting/stucco	13	2.3%
Fence	8	1.5%
Foundation	6	1.1%
Furnace	5	.9%
Hot water heater	1	.2%
Ornamental lighting	3	.5%
Roofing	32	5.9%
Windows	53	9.6%
Wiring	1	.3%
Paint/Wallpaper (unspecified)	0	.0%
Carpet/Flooring (unspecified)	18	3.3%
Basement (unspecified)	2	.4%
Renovation/Redecoration (unspecified)	13	2.3%
Drywall/Plastering	0	.0%
Siding	1	.1%
Driveway/Sidewalk	8	1.5%
Addition/Extension/Add room(s)	21	3.8%
Remove/Replace/Erect walls	8	1.4%
Landscaping	7	1.2%
Insulation	6	1.0%
The whole house/Everything (unspecified)	0	.0%
Plumbing	3	.5%
Air conditioning/Air cleaning/Filters	1	.2%
Eavestroughs/Gutters	0	.0%
Brickwork/Masonry	5	.9%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted (Continued...)

All home renovations planned (Continued...)

Renovations	n	%
New furnishings	1	.2%
Chimney repairs/New	0	.0%
Other renovations	53	9.6%
None	0	.0%
DON'T KNOW/REFUSED	8	1.4%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

The most important renovation project planned

	n	%
Paint/Wallpaper: 1 room	43	7.8%
Paint/Wallpaper: 2+ rooms	99	18.0%
Paint/Wpaper: House	34	6.1%
Kitchen: Cabinet/Counter	12	2.2%
Kitchen: Complete Renovation	12	2.3%
Bathroom: Fixtures	6	1.2%
Bathroom: Tile	3	.6%
Bathroom: Complete Renovation	23	4.2%
Bathroom: Addition/Conversion	10	1.8%
Carpet/Floor: 1 room	15	2.7%
Carpet/Floor: 2+ rooms	16	2.9%
Carpet/Floor: House	7	1.3%
Rec Room: New addition	1	.2%
Rec Room: Conversion	26	4.6%
Add pool/hot tub	2	.3%
Add/Refurbish Closets/cabinets	2	.3%
Build garage	1	.2%
Deck/Patio	22	3.9%
Doors	17	3.0%
Ext painting/stucco	9	1.7%
Fence	2	.4%
Foundation	3	.6%
Furnace	4	.7%
Hot water heater	1	.2%
Ornamental lighting	1	.2%

[BASE=All home renovation intenders] [Data are weighted] (Continued...)

The most important renovation project planned (Continued...)

		n	%
	Roofing	32	5.7%
	Windows	33	6.0%
	Wiring	1	.1%
	Carpet/Floor: Unspecified	12	2.2%
	Basement: Unspecified	5	.9%
	Renovate/Decorate	7	1.3%
	Drywall/Plastering	1	.1%
	Driveway/Sidewalk	2	.4%
	Addition/Extension	14	2.6%
	Wall: Remove/Replace	5	.9%
	Landscaping	2	.3%
	Insulation	4	.7%
	Brickwork/Masonry	3	.6%
	Miscellaneous	37	6.7%
	Don't Know/No Response	23	4.2%
Total		552	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do the renovations

	n	%
Do it myself/Family/Friends	300	54.3%
Contractors/Skilled tradesperson	159	28.8%
Some contracted help	82	14.8%
Other	2	.4%
DK/NR	9	1.7%
Total	552	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on all renovations

	n	%
Under $500	113	20.5%
$ 500 - $2,500	139	25.2%
$2,501 - $5,000	104	18.9%
Over $5,000	99	17.9%
DK/NR	97	17.5%
Total	552	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on all renovations

	N	Mean $	Median $
	455	$4,387.44	$2,000.00

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on most important renovation

	n	%
Under $500	140	25.3%
$ 500 - $2,500	148	26.9%
$2,501 - $5,000	88	16.0%
Over $5,000	66	12.0%
DK/NR	110	19.9%
Total	552	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on most important renovation

	N	Mean $	Median $
	442	$3,166.24	$1,500.00

[BASE=All home renovation intenders] [Data are weighted]

Pre-renovation activities

	n	%
Contacted contractor: renovation info	143	25.9%
Talked to building materials supplier	159	28.9%
Read publications: renovation info	223	40.5%
Watched TV pgms/videos on renovations	177	32.1%
None of these	170	30.9%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Reasons decided not to renovate

Reasons	n	%
Change in hhold financial situation	16	37.7%
Change in household job situation	1	2.1%
Cost is too high	2	4.5%
Sold existing house	0	.0%
Satisfied with existing home	2	5.3%
Just renovated existing home	1	2.3%
Just bought a home	0	.0%
Don't want to make a mess/hassle	0	.0%
Kids moved back/moved away	1	3.2%
No time/Too busy	4	9.5%
Not the right time of year	0	.0%
Want to move/Trying to sell	3	6.4%
Personal reasons	4	8.2%
Age factor	0	.0%
Don't need/Have a new house	0	.0%
Don't need (unspecified)	1	1.5%
Other reasons not to renovate	8	19.6%
DON'T KNOW/REFUSED	2	5.2%

[BASE=Those not intending to renovate (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Circumstances under which consider renovating

Inducements	n	%
Change in hhold financial situation	64	12.5%
Change in household job situation	2	.3%
Thinking of selling home	4	.7%
Bought an older home	1	.2%
Deterioration of existing home	66	13.0%
Develop health/mobility problems	0	.0%
Want to change style of existing home	9	1.8%
Kids moved back/moved away	2	.3%
Nothing/Like my existing home	250	49.3%
Disaster	3	.6%
Increase in household size	2	.4%
Home needs to be older/too new	7	1.4%
Already done/Don't need	20	4.0%
Don't want to/No intentions	3	.6%
Win lottery/Other windfall	4	.7%
Other reconsideration factors	36	7.1%
DON'T KNOW/REFUSED	47	9.3%

[BASE=Those not intending to renovate] [Data are weighted]

Note: Multiple responses accepted

Home renovation intentions by Current residence of respondent

			Overall	Area of residence			
				Island of Montréal	North Shore/ Laval	South Shore	Other
	Strong (Ready to Renovate)	n	182	85	40	46	8
		%	33.0%	37.2%	26.2%	37.3%	20.7%
	Moderate (Thinking of Renovating)	n	189	75	52	44	16
		%	34.2%	32.8%	34.2%	35.4%	43.0%
	Potential Renovator	n	181	68	60	34	14
		%	32.8%	30.0%	39.6%	27.3%	36.3%
Total	N		552	228	152	123	37
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Total household income

			Overall	Household income			
				Under $40,000	$40,000 -$59,999	$60,000 -$79,999	$80,000 or more
	Strong (Ready to Renovate)	n	182	30	47	39	43
		%	33.0%	27.6%	33.1%	38.2%	37.9%
	Moderate (Thinking of Renovating)	n	189	30	49	41	43
		%	34.2%	27.9%	34.8%	40.4%	38.2%
	Potential Renovator	n	181	48	45	22	27
		%	32.8%	44.5%	32.1%	21.4%	23.9%
Total	N		552	108	141	102	113
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Strong (Ready to Renovate)	n	182	17	42	41	81	79	102
		%	33.0%	34.4%	30.0%	34.0%	34.2%	30.9%	35.0%
	Moderate (Thinking of Renovating)	n	189	20	49	42	78	88	101
		%	34.2%	39.4%	34.7%	35.1%	32.9%	34.3%	34.7%
	Potential Renovator	n	181	13	50	37	78	89	88
		%	32.8%	26.2%	35.3%	30.9%	32.9%	34.8%	30.2%
Total	N		552	50	141	121	236	255	292
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Respondent age

			Overall	Age group			
				18 - 34	35 - 44	45 - 54	55 +
	Strong (Ready to Renovate)	n	182	33	81	39	27
		%	33.0%	28.7%	38.6%	35.3%	25.7%
	Moderate (Thinking of Renovating)	n	189	49	67	38	33
		%	34.2%	42.7%	32.0%	34.5%	31.7%
	Potential Renovator	n	181	33	61	33	44
		%	32.8%	28.6%	29.3%	30.2%	42.6%
Total	N		552	115	209	110	104
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by All home renovations planned

		Overall	All renovations planned						
			Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basement/ Addition/ Attic conversion	External construction/ Repair	All other renovations
Strong (Ready to Renovate)	n	182	76	16	33	29	25	31	46
	%	33.0%	30.8%	41.8%	46.6%	36.1%	40.1%	31.2%	36.5%
Moderate (Thinking of Renovating)	n	189	93	7	16	31	20	35	49
	%	34.2%	37.6%	19.6%	22.7%	38.5%	31.4%	35.2%	38.7%
Potential Renovator	n	181	78	15	22	20	18	33	31
	%	32.8%	31.7%	38.6%	30.7%	25.4%	28.6%	33.6%	24.8%
Total N		552	247	38	71	79	62	99	126
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Home renovation intentions by Amount plan to spend on all renovations

		Overall	$ plan to spend on renovations			
			Under $500	$ 500 - $2,500	$2,501 - $5,000	Over $5,000
Strong (Ready to Renovate)	n	182	29	38	41	52
	%	33.0%	25.8%	27.1%	38.9%	52.9%
Moderate (Thinking of Renovating)	n	189	32	58	35	24
	%	34.2%	28.6%	41.8%	33.4%	24.4%
Potential Renovator	n	181	52	43	29	22
	%	32.8%	45.6%	31.1%	27.7%	22.7%
Total N		552	113	139	104	99
%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Most important renovation planned

		Overall	Most important renovation						
			Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
Strong (Ready to Renovate)	n	182	47	10	21	15	17	19	44
	%	33.0%	26.8%	42.3%	50.1%	30.9%	38.1%	27.0%	37.1%
Moderate (Thinking of Renovating)	n	189	65	4	12	20	14	26	40
	%	34.2%	37.1%	17.2%	27.4%	40.1%	29.6%	36.9%	33.6%
Potential Renovator	n	181	63	10	10	14	15	26	35
	%	32.8%	36.0%	40.5%	22.4%	28.9%	32.3%	36.1%	29.3%
Total N		552	176	25	43	50	46	72	118
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Amount plan to spend on most important renovation

		Overall	$ plan to spend on most important renovation			
			Under $500	$ 500 - $2,500	$2,501 - $5,000	Over $5,000
Strong (Ready to Renovate)	n	182	41	39	36	39
	%	33.0%	29.5%	26.0%	40.3%	59.8%
Moderate (Thinking of Renovating)	n	189	45	56	28	17
	%	34.2%	32.3%	37.9%	31.6%	26.2%
Potential Renovator	n	181	53	54	25	9
	%	32.8%	38.2%	36.2%	28.1%	14.1%
Total N		552	140	148	88	66
	%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Who will do renovations

			Overall	Who will do renovations			
				Do it mys-lf/Family/Friends	Contractors/Skilled tradesperson	Some contracted help	Other
	Strong (Ready to Renovate)	n	182	84	63	32	2
		%	33.0%	28.0%	39.7%	39.2%	73.7%
	Moderate (Thinking of Renovating)	n	189	112	47	26	0
		%	34.2%	37.3%	29.8%	32.5%	.0%
	Potential Renovator	n	181	104	49	23	1
		%	32.8%	34.8%	30.5%	28.4%	26.3%
Total	N		552	300	159	82	2
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Current residence of respondent

			Overall	Area of residence			
				Island of Montréal	North Shore/ Laval	South Shore	Other
	Paint/ Wallpaper	n	176	73	52	37	12
		%	31.9%	32.0%	34.5%	29.9%	31.3%
	Kitchen	n	25	7	8	7	3
		%	4.5%	2.9%	5.0%	6.0%	6.8%
	Bathroom	n	43	16	15	8	2
		%	7.7%	7.2%	9.6%	6.7%	5.6%
	Carpets/ Flooring	n	50	22	15	6	7
		%	9.0%	9.5%	9.8%	4.5%	18.0%
	Basem/ Attic Conv/ Addtn	n	46	16	14	12	4
		%	8.3%	7.2%	9.1%	9.4%	11.2%
	Exter Const/ Repair	n	72	25	17	22	4
		%	13.0%	10.9%	11.3%	17.5%	10.7%
	All Others	n	118	61	27	26	3
		%	21.4%	26.7%	18.0%	21.3%	8.2%
	Don't Know/Refused	n	23	8	4	6	3
		%	4.2%	3.6%	2.8%	4.7%	8.2%
Total	N		552	228	152	123	37
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Total household income

			Overall	Household income			
				Under $40,000	$40,000 -$59,999	$60,000 -$79,999	$80,000 or more
	Paint/ Wallpaper	n	176	46	46	31	31
		%	31.9%	42.7%	32.4%	30.5%	27.5%
	Kitchen	n	25	4	4	6	6
		%	4.5%	3.7%	3.1%	5.6%	5.1%
	Bathroom	n	43	7	11	9	9
		%	7.7%	6.9%	7.5%	8.4%	8.1%
	Carpets/ Flooring	n	50	11	10	12	10
		%	9.0%	10.5%	6.9%	11.4%	8.9%
	Basem/ Attic Conv/ Addtn	n	46	5	14	9	12
		%	8.3%	5.0%	9.8%	9.3%	10.5%
	Exter Const/ Repair	n	72	12	18	13	13
		%	13.0%	11.4%	12.5%	13.0%	11.2%
	All Others	n	118	18	31	21	28
		%	21.4%	16.9%	22.2%	20.8%	24.3%
	Don't Know/Refused	n	23	3	8	1	5
		%	4.2%	3.0%	5.8%	1.1%	4.4%
Total	N_____		552	108	141	102	113
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Paint/ Wallpaper	n	176	17	47	38	73	83	92
		%	31.9%	34.7%	33.2%	31.6%	30.9%	32.5%	31.6%
	Kitchen	n	25	1	8	7	9	13	11
		%	4.5%	1.8%	5.8%	5.5%	3.8%	5.3%	3.8%
	Bathroom	n	43	6	6	11	20	20	22
		%	7.7%	11.3%	4.3%	8.9%	8.5%	7.9%	7.7%
	Carpets/ Flooring	n	50	5	19	10	15	24	24
		%	9.0%	9.0%	13.1%	8.2%	6.5%	9.5%	8.2%
	Bsmem/ Attic Conv/ Addtn	n	46	3	7	10	26	13	32
		%	8.3%	5.2%	4.9%	8.1%	11.0%	5.2%	10.9%
	Exter Const/ Repair	n	72	9	12	15	35	34	37
		%	13.0%	17.1%	8.7%	12.6%	14.7%	13.3%	12.6%
	All Others	n	118	10	37	25	46	58	60
		%	21.4%	20.8%	26.0%	20.6%	19.6%	22.8%	20.6%
	Don't Know/Refused	n	23	0	6	6	12	9	13
		%	4.2%	.0%	4.0%	4.6%	5.0%	3.5%	4.6%
Total	N_____		552	50	141	121	236	255	292
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Respondent age

			Overall	Age group			
				18 - 34	35 - 44	45 - 54	55 +
	Paint/ Wallpaper	n	176	30	74	39	30
		%	31.9%	25.8%	35.5%	35.2%	29.4%
	Kitchen	n	25	7	5	7	5
		%	4.5%	5.9%	2.4%	6.8%	5.2%
	Bathroom	n	43	6	15	11	9
		%	7.7%	5.6%	7.0%	9.6%	8.9%
	Carpets/ Flooring	n	50	14	18	9	8
		%	9.0%	11.9%	8.4%	8.1%	8.0%
	Basem/ Attic Conv/ Addtn	n	46	12	23	7	3
		%	8.3%	10.4%	10.8%	6.0%	3.2%
	Exter Const/ Repair	n	72	12	26	14	18
		%	13.0%	10.0%	12.6%	12.7%	17.6%
	All Others	n	118	30	40	20	26
		%	21.4%	26.2%	18.9%	18.6%	24.7%
	Don't Know/Refused	n	23	5	9	3	3
		%	4.2%	4.3%	4.3%	3.0%	3.1%
Total	N_____		552	115	209	110	104
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Current residence of respondent

			Overall	Area of residence			
				Island of Montréal	North Shore/ Laval	South Shore	Other
	Under $500	n	140	70	36	26	5
		%	25.3%	30.8%	23.8%	21.3%	14.6%
	$ 500 - $2,500	n	148	47	47	41	13
		%	26.9%	20.5%	30.9%	33.1%	33.7%
	$2,501 - $5,000	n	88	37	24	20	5
		%	16.0%	16.1%	16.0%	16.0%	14.1%
	Over $5,000	n	66	30	15	15	3
		%	12.0%	13.3%	9.6%	12.4%	9.0%
	DK/NR	n	110	44	30	21	11
		%	19.9%	19.3%	19.7%	17.2%	28.6%
Total	N		552	228	152	123	37
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Total household income

			Overall	Household income			
				Under $40,000	$40,000 -$59,999	$60,000 -$79,999	$80,000 or more
	Under $500	n	140	35	46	24	14
		%	25.3%	32.5%	32.3%	23.5%	12.5%
	$ 500 - $2,500	n	148	26	41	27	35
		%	26.9%	24.2%	29.1%	26.6%	30.8%
	$2,501 - $5,000	n	88	16	18	18	25
		%	16.0%	14.8%	12.5%	17.9%	21.9%
	Over $5,000	n	66	8	13	15	22
		%	12.0%	7.8%	8.9%	15.1%	19.5%
	DK/NR	n	110	22	24	17	17
		%	19.9%	20.8%	17.3%	16.9%	15.2%
Total	N		552	108	141	102	113
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Under $500	n	140	17	37	32	53	68	71
		%	25.3%	34.2%	26.3%	26.4%	22.7%	26.5%	24.3%
	$ 500 - $2,500	n	148	12	39	31	65	63	83
		%	26.9%	24.5%	27.3%	25.6%	27.4%	24.8%	28.5%
	$2,501 - $5,000	n	88	7	20	21	40	42	46
		%	16.0%	14.4%	14.3%	17.5%	16.8%	16.4%	15.9%
	Over $5,000	n	66	10	16	9	31	31	34
		%	12.0%	20.4%	11.0%	7.3%	13.0%	12.3%	11.6%
	DK/NR	n	110	3	30	28	48	51	58
		%	19.9%	6.6%	21.1%	23.2%	20.2%	20.1%	19.7%
Total	N		552	50	141	121	236	255	292
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Respondent age

			Overall	Age group			
				18 - 34	35 - 44	45 - 54	55 +
	Under $500	n	140	29	57	26	27
		%	25.3%	25.3%	27.1%	23.1%	25.5%
	$ 500 - $2,500	n	148	32	59	29	25
		%	26.9%	27.8%	28.0%	26.7%	24.2%
	$2,501 - $5,000	n	88	13	35	25	15
		%	16.0%	11.5%	16.6%	22.3%	14.5%
	Over $5,000	n	66	15	20	15	16
		%	12.0%	13.3%	9.4%	13.1%	15.1%
	DK/NR	n	110	25	39	16	21
		%	19.9%	22.1%	18.9%	14.7%	20.6%
Total	N		552	115	209	110	104
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Most important renovation planned

			Overall	Most important renovation						
				Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basemt/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
	Under $500	n	140	84	3	5	12	5	13	17
		%	25.3%	47.9%	13.4%	10.6%	24.1%	10.4%	17.4%	14.5%
	$ 500 - $2,500	n	148	50	5	11	19	8	17	37
		%	26.9%	28.3%	19.2%	25.3%	38.7%	16.8%	24.0%	31.4%
	$2,501 - $5,000	n	88	10	4	9	9	16	16	23
		%	16.0%	5.7%	16.8%	21.9%	18.1%	34.0%	22.8%	19.6%
	Over $5,000	n	66	4	6	11	3	12	15	13
		%	12.0%	2.1%	33.2%	25.3%	5.7%	26.4%	21.0%	11.3%
	DK/NR	n	110	28	4	7	7	6	11	27
		%	19.9%	16.0%	17.5%	16.8%	13.4%	12.4%	14.7%	23.2%
Total	N		552	176	25	43	50	48	72	118
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Who will do renovations

			Overall	Who will do renovations			
				Do it myself/Family/Friends	Contractors/Skilled tradesperson	Some contracted help	Other
	Under $500	n	140	112	22	5	1
		%	25.3%	37.3%	13.8%	6.1%	41.7%
	$ 500 - $2,500	n	148	90	37	19	1
		%	26.9%	30.0%	23.0%	23.6%	32.0%
	$2,501 - $5,000	n	88	30	30	23	1
		%	16.0%	10.0%	18.9%	28.1%	26.3%
	Over $5,000	n	66	15	35	15	0
		%	12.0%	5.2%	22.1%	18.0%	.0%
	DK/NR	n	110	52	35	20	0
		%	19.9%	17.5%	22.2%	24.2%	.0%
Total	N		552	300	159	82	2
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Current residence of respondent

			Overall	Area of residence			
				Island of Montréal	North Shore/ Laval	South Shore	Other
	Do it myself/Family/Friends	n	300	111	92	69	21
		%	54.3%	48.5%	60.4%	56.3%	56.7%
	Contractors/Skilled tradesperson	n	159	78	35	33	11
		%	28.8%	34.3%	23.2%	26.8%	28.5%
	Some contracted help	n	82	34	20	18	6
		%	14.8%	15.1%	13.5%	15.0%	14.9%
	Other	n	2	1	1	1	0
		%	.4%	.4%	.4%	.6%	.0%
	DK/NR	n	9	4	4	2	0
		%	1.7%	1.7%	2.6%	1.3%	.0%
Total	N		552	228	152	123	37
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Total household income

			Overall	Household income			
				Under $40,000	$40,000 -$59,999	$60,000 -$79,999	$80,000 or more
	Do it myself/Family/Friends	n	300	68	82	57	50
		%	54.3%	62.8%	57.7%	55.8%	44.0%
	Contractors/Skilled tradesperson	n	159	27	38	30	35
		%	28.8%	25.5%	26.9%	29.4%	31.3%
	Some contracted help	n	82	11	18	14	25
		%	14.8%	10.6%	12.6%	14.1%	22.2%
	Other	n	2	0	1	0	1
		%	.4%	.0%	.7%	.0%	1.2%
	DK/NR	n	9	1	3	1	2
		%	1.7%	1.0%	2.0%	.7%	1.3%
Total	N		552	108	141	102	113
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Do it myself/Family/Friends	n	300	19	77	69	131	132	164
		%	54.3%	37.3%	54.4%	57.3%	55.6%	51.9%	56.0%
	Contractors/Skilled tradesperson	n	159	25	44	28	63	81	78
		%	28.8%	49.7%	30.8%	22.8%	26.8%	31.7%	26.8%
	Some contracted help	n	82	7	18	21	37	39	42
		%	14.8%	13.0%	12.6%	17.0%	15.5%	15.3%	14.2%
	Other	n	2	0	1	0	2	1	2
		%	4%	.0%	.5%	.0%	.7%	.3%	.5%
	DK/NR	n	9	0	2	4	3	2	7
		%	1.7%	.0%	1.7%	2.9%	1.5%	.9%	2.4%
Total	N		552	50	141	121	236	255	292
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Respondent age

			Overall	Age group			
				18 - 34	35 - 44	45 - 54	55 +
	Do it myself/Family/Friends	n	300	79	121	48	46
		%	54.3%	68.4%	58.2%	43.8%	44.2%
	Contractors/Skilled tradesperson	n	159	21	53	38	42
		%	28.8%	17.9%	25.4%	34.4%	40.6%
	Some contracted help	n	82	14	28	22	14
		%	14.8%	12.4%	13.4%	19.7%	13.3%
	Other	n	2	0	2	1	0
		%	.4%	.0%	.8%	.7%	.0%
	DK/NR	n	9	1	5	2	2
		%	1.7%	1.2%	2.2%	1.4%	1.9%
Total	N		552	115	209	110	104
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by All home renovations planned

			All renovations planned							
			Overall	Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basement/ Addition/ Attic conversion	External construction/ Repair	All other renovations
	Do it myself/Family/Friends	n	300	182	16	30	38	30	42	51
		%	54.3%	73.8%	41.4%	42.9%	45.7%	47.8%	42.1%	40.8%
	Contractors/Skilled tradesperson	n	159	39	10	17	27	14	43	50
		%	28.8%	15.8%	26.7%	24.5%	33.9%	23.0%	43.5%	39.8%
	Some contracted help	n	82	22	9	21	14	18	11	20
		%	14.8%	8.9%	24.8%	29.7%	17.9%	28.3%	11.4%	16.0%
	Other	n	2	2	1	0	0	1	0	1
		%	.4%	.6%	2.0%	.0%	.0%	1.0%	.0%	.6%
	DK/NR	n	9	2	2	2	2	0	3	4
		%	1.7%	.8%	5.0%	2.9%	2.6%	.0%	3.0%	2.8%
Total	N_____		552	247	38	71	79	62	99	126
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Who will do renovations by Most important renovation planned

			Most important renovation							
			Overall	Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
	Do it myself/Family/Friends	n	300	144	10	18	24	25	27	42
		%	54.3%	81.9%	38.7%	41.5%	48.4%	54.8%	37.2%	35.9%
	Contractors/Skilled tradesperson	n	159	21	8	9	14	10	35	60
		%	28.8%	11.7%	30.6%	21.2%	28.5%	21.0%	48.3%	50.8%
	Some contracted help	n	82	10	6	16	9	10	9	11
		%	14.8%	5.9%	26.3%	37.3%	18.9%	22.8%	12.1%	9.6%
	Other	n	2	1	0	0	0	1	0	1
		%	4%	6%	0%	0%	0%	1.3%	0%	6%
	DK/NR	n	9	0	1	0	2	0	2	4
		%	1.7%	0%	4.4%	.0%	4.1%	.0%	2.4%	3.1%
Total	N_____		552	176	25	43	50	46	72	118
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]